

# ABSTRACT OF THE DISCLOSURE

A printing order reception apparatus 101 stores print content data and print attribute data, which are used for the printing of multiple types of materials. Upon receiving a printing order from a client apparatus 102, the printing order reception apparatus 101 generates a print image, based on the print content data and the print attribute data, and transmits the print image to the client apparatus 102. The orderer then employs the client apparatus 102 to edit the print image and to transmit it to the printing order reception apparatus 101, which thereafter transmits the edited print image to a printing machine 103 and stores the newly set print content data and print attribute data.